

# News Release



20 March 2017

**Railway Industry Association**

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## **RAILWAY INDUSTRY ASSOCIATION SUPPORTS RAIL CAMPAIGN**

Rail suppliers have welcomed the launch today of the first national TV advertising campaign for Britain's railways in more than 20 years.

**Darren Caplan, Chief Executive of the Railway Industry Association**, the trade association for UK railway suppliers, commented: "The Railway Industry Association fully supports the Rail Delivery Group's *Britain Runs on Rail* campaign. The latest instalment of the campaign launched today illustrates to a wide audience in an innovative and enjoyable way the crucial role rail plays in keeping people and freight in the UK moving.

"Rail suppliers are keen to play their part in helping the campaign, ensuring policy-makers and the public are aware that the UK's railway uses innovation and world class technology to enable passengers to visit friends and family, to do business and to go on holidays and breaks. We wish the RDG every success promoting this campaign."

Ends

### **Notes to Editors:**

1. The Railway Industry Association is the long-established trade association for the UK railway supply industry. Its member companies include manufacturers, maintainers, contractors, consultants and suppliers of specialist services. For further information, see our website at [www.riagb.org.uk](http://www.riagb.org.uk) or contact Graham Coombs, Communications Director, on 020 7201 0777.
2. Visit [www.raildeliverygroup.com](http://www.raildeliverygroup.com) for information on the Rail Delivery Group and the *Britain Runs on Rail* Campaign.

Ref 586/G0782